



When operating in a changing market the clarity to pinpoint opportunities and low-hanging fruits is essential

Grafisk Maskinfabrik has for over 40 years engineered the best-in-class solutions for the self-adhesive label converting, finishing, and flexible packaging industry. The product range consists of a wide array of innovative machines encompassing that are faster, smarter, tougher, and easier to operate – and backed by peerless service and support.

The market dynamics in the printing industry necessitate strategic decisions

The world of printing is rapidly developing from traditional offset printing to flexo printing and digital printing. To stay competitive in this fast-moving market, new solutions that help customers adapt faster, deliver sooner, print better, and grow bigger must be considered. But you can't do it all. Marketing Manager Ann-Christine Nettey-Marbell explains:

 *Strategy is very much about what not to do, including which exciting opportunities not to choose. We love developing new machines and we are very good at it. However, we need to spend our resources where the benefits are greatest. To make those difficult choices we obviously need deep insights about the industry we serve and our competition.*

Lindberg International understood the needs – and certainly delivered



According to Ann-Christine, there was no doubt in the management team about who to choose for the research project

Lindberg International understands business-to-business and they even have experience with the printing industry. They certainly have a good reputation within the industry based on their experience and the completion of numerous tasks so, consequently, we chose Lindberg International. To be honest, it was a no-brainer.



For Ann-Christine it was of major importance that there was a very close collaboration during the project

No matter how smart we all are when we start a project like this, we experience surprises. We know it and Lindberg International knows it. That's why we received regular updates and based on our response, they were both willing and able to adjust their plans and methods to include specific new topics. That's what I like because this ensures we reach the right goal.



The outcome of the research fitted the needs perfectly, so Ann-Christine was very happy

Lindberg International gave us a very comprehensive report and a detailed presentation. They also provided clear and well-founded recommendations and I must say, they could definitely be successful as strategy consultants as well. They made it possible for us to clarify our opportunities and pinpoint the "low-hanging fruits". That's exactly what we wanted.

GM received valuable market insights and relevant recommendations

Ann-Christine is reaping the benefits:

"The research made it possible for us to make the necessary strategic decisions on a solid platform of knowledge. Those decisions have surely led to both increased revenue and also cost savings, as we can now direct the resources to value adding activities."

Recommending Lindberg to other companies with a similar need?

Lindberg is highly recommended: 10 out of 10

"I will certainly recommend others to use Lindberg International for their market research projects – and probably also if they "only" need strategic consulting."

Get in touch if you want to hear more about how we at Lindberg International blend market research with commercial consulting so you can **"Act with confidence"**.

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Lindberg
International

LINDBERG INTERNATIONAL IN A NUTSHELL



2000+

Client projects



60+

Active clients



97%

Work abroad



30+

Years of experience

About us:

For more than 30 years, Lindberg International has helped companies make commercial decisions with confidence by blending cross-border market research with pragmatic commercial consulting. We work to ensure our clients truly understand their markets, customers and competitors so they can decide where to focus and which initiatives to prioritise, turning insight into profitable growth.

At Lindberg International, experienced consultants and skilled researchers work side by side in every project. We combine market insight and commercial consulting as a tailored mix shaped by your needs. Built on this strong foundation, we offer three core services:

- High-impact cross-border research that powers your next move
- Commercial strategy for focused action and profitable growth
- Innovation that takes you from insight and ideas to market impact

All with one purpose in mind: making our customers able to **act with confidence**.

Some of our active clients:

